

Message Text

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ACTION EA-09

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INFO AMCONSUL HONG KONG

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E.O. 11652: N/A

TAGS: ETRD CH

SUBJECT: DOWN AND FEATHER MINI-FAIR IN SHANGHAI

REF: HONG KONG 334

1. THE NATIVE BY-PRODUCTS CORPORATION'S DOWN AND FEATHER MINI-FAIR BEGAN ITS TWO-WEEK RUN IN SHANGHAI ON JANUARY 5. AMONG THE AMERICANS PRESENT WAS JOHN T. KAMM, REPRESENTING THE NATIONAL COUNCIL FOR US-CHINA TRADE. KAMM, WHO IS THE HONG KONG CORRESPONDENT FOR NCUSCT'S US-CHINA BUSINESS REVIEW, PROVIDED THE FOLLOWING ACCOUNT OF ACTIVITY AT THE FAIR.

2. THE FAIR WAS HELD IN THE FOUR CORNER SUITES ON THE TENTH FLOOR OF THE SHANGHAI MANSIONS HOTEL, AND THE BUSINESSMEN ATTENDING WERE LODGED ON THE FLOOR BELOW. ABOUT HALF-A-DOZEN FIRMS - ONE EACH FROM CANADA AND THE U.S. AND THE REMAINDER FROM JAPAN - ATTENDED THE OPENING OF THE FAIR. CORPORATION OFFICIALS ESTIMATED THAT 100 BUSINESSMEN REPRESENTING SOME 25 FIRMS WOULD ATTEND THE FAIR BEFORE IT CLOSED JANUARY 20. THEY ALSO ESTIMATED THAT THE VOLUME OF BUSINESS TRANSACTED AT THE FAIR WOULD SURPASS LAST YEAR'S FAIR BY 75 PERCENT.

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(THE EXISTENCE OF SUCH A FAIR IN 1975 WAS NOT KNOWN

TO USLO AND MUST HAVE BEEN CARRIED OUT ON A VERY SMALL SCALE.)

3. FAIR OFFICIALS SAID THAT PRICES ON DOWN PRODUCTS HAD BEEN RAISED 10 PERCENT ACROSS THE BOARD, COMPARED TO THE FALL CANTON FAIR. THEY INDICATED THIS PRICE RISE WAS BASED ON A RISE IN AN INDEX OF THE PRICES OF IMPORTS FROM MAJOR TRADING PARTNERS.

4. NO RAW MATERIAL WAS AVAILABLE FOR SALE; ALL AVAILABLE DOWN IS APPARENTLY BEING USED BY THE CHINESE TO MANUFACTURE FINISHED PRODUCTS. CORPORATION OFFICIALS SAID THAT NO NEW PRODUCTS LINES HAD BEEN INTRODUCED SINCE THE CANTON FAIR, ALTHOUGH SOME STYLE CHANGES HAD BEEN MADE.

5. THE VAST MAJORITY OF FIRMS PRESENT WERE JAPANESE. AMONG THE AMERICANS PRESENT WERE JOHN MASON OF NORTHWEST CHINA PRODUCTS, WHO WAS REPRESENTING THE EDDIE BAUER COMPANY, PART OF GENERAL MILLS. A GENERAL MILLS REP WAS ALSO EXPECTED. MASON WAS ATTEMPTING TO NEGOTIATE A LARGE CONTRACT ON BEHALF OF EDDIE BAUER COMPANY, BUT CONCLUSION OF THE CONTRACT WOULD DEPEND ON THE CHINESE MAKING AVAILABLE FOR THE FIRST TIME THE HIGH-QUALITY DOWN VARIETY FROM NORTH CHINA. ALSO PRESENT WERE SAM AND PAUL LEHRMAN OF MILBERN FOAD PRODUCTS (ST. LOUIS).

6. IN ADDITION TO THE FOUR MINI-FAIRS NOTED REFTTEL, FAIR OFFICIALS IN SHANGHAI TOLD KAMM OF AN ARTS AND CRAFTS MINI-FAIR PRESENTLY BEING HELD IN CANTON BY TE TALIEEN BRANCH OF THE LIGHT INDUSTRY CORPORATION AND A PHARMACEUTICALS AND SCIENTIFIC INSTRUMENT MINI-FAIR TO BE HELD BY THE CHINA NATIONAL CHEMICALS CORPORATION IN SHANGHAI FROM FEBRUARY 20 TO MARCH 6. MORE MINI-FAIRS, WITH MORE AMERICAN PARTICIPATION, APPARENTLY REMAINS THE TREND.
THAYER

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